



THREE RINGS

THE BALLANTINE NEWSPAPER



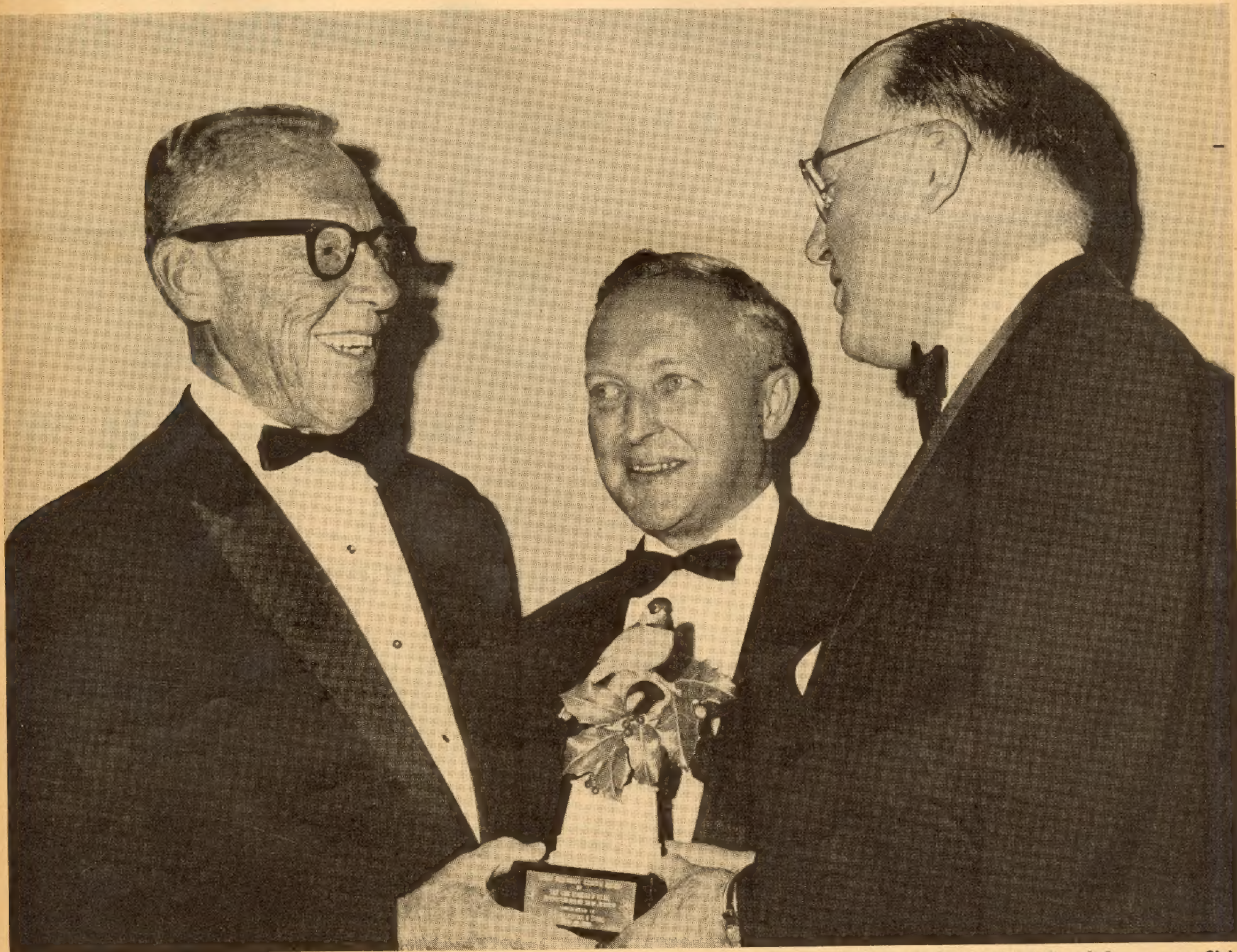
VOL. 5, No. 4

P. BALLANTINE & SONS

May 1961

"GOOD CORPORATE CITIZEN" AWARD GOES TO BALLANTINE

Story on Page 3



Ballantine Honored.

Ballantine President Carl W. Badenhausen is shown accepting the "Good Corporate Citizen" award presented to the Brewery last week by the One Hundred Year Association of

New Jersey. Philip B. Hofmann, Chairman of the Executive Committee of Johnson & Johnson, right, made the presentation. H. Bruce Palmer, President of the Mutual Benefit Life Insurance Co., center, looks on. Story on Page 3.

PINPOINTED . . .

Up The Ladder

Promotions in the news: *John Brzezinski* from Research Chemist to Supervisor in charge of Quality Control, Technical . . . *Felix Kopycinski* from Messenger, Credit, to Clerk, Warehousing . . . *John D. Grant* from Chemist to Research Chemist, Technical . . . *Patricia Lazarek* from Clerk to Bookkeeping Machine Operator, Credit . . . *Arthur Mohr* to increased responsibilities in the Garage office . . . *William Engel* from Shift Supervisor Control Section to Research Chemist, Technical . . . *Frank V. Carson* from Clerk, Delivery, to Merchandising Representative . . . *Claire Polacek* from Stenographer-Clerk to Secretary, Sales . . . *Victor Simons* from Supervisor Trainee to Supervisor, Delivery . . . *Rocco Bozzi*, from Special Sales Representative to District Sales Manager in the North Atlantic Division.

* * *

Merchandising Manager

Vice President W. H. Alley has announced the appointment of Martin J. Eagan to the position of Manager of the Merchandising Division . . . In making the announcement Mr. Alley said, "In his previous capacity as Assistant to the General Sales Manager, and in the activities which he has carried out for the Market Coordinating Committee, Mr. Eagan has participated most actively in the development and implementation of our marketing and promotional plans. He is thus unusually well prepared to direct the activities of the Merchandising Division in rendering staff counsel and assistance to the line sales organization, and in developing effective and imaginative merchandising programs to help attainment of our sales objectives."

* * *

New Retirees

Quarter Century Club member *Thomas J. Higgins* of the Engineering Department was one of two Ballantine men who retired in the last few weeks . . . The other new retiree is Delivery's *Christopher A. Clinton* . . . We wish Tom and Chris a happy retirement.

* * *

To Be Ordained

Edmund G. Bernauer will be ordained into the Priesthood on Saturday, May 27th at Sacred Heart Cathedral in Newark . . . Edmund is the son of *Julia S. Bernauer*, who works in the Garage office.

* * *

Repeat Donors Help Blood Bank

Out of the 259 pints of blood contributed at the two-day collection last month, 87 percent was donated by donors who have aided the Ballantine Blood Bank before . . . Despite an energetic campaign to get more "new" donors, just 35 of the 259 contributors had never given before . . . Ten of the 35 were members of employees' families . . . All who aided the bank are to be congratulated . . . Another highlight of last month's collection is the fact that 25 employees became eligible for the Blood Bank Gallon Club . . . The 25 who contributed their eighth pint last month are: *Charles Baker, Luther Bennett, George Binder, Donald Bishop, William Boyle, Raymond Braunsreuter, Leo Cabill, William Ciszewski, William Cordes, Anthony Crescenzi, Walter Dotekowski, Fred Foster, Luke Hyland, Henry Klubert, Angelo Malaspina, Frank Matusiak, Cornelius Murphy, Paul Mustacchio, William Null, Michael Petrone, Harry Riordan, Arthur Ritter, Joseph Schwartz, John Semple and Zigmund Wisniewski.*

* * *

Bus Ride

The Ballantine Anchor Club will sponsor its fifth annual bus ride to Yankee Stadium on Saturday, June 10th . . . The Yanks will play Kansas City that day . . . Tickets are on sale now . . . See the bulletin boards for additional information.

* * *

Training Session

Twelve supervisors and twenty-eight mechanics from the Garage attended a training session on the construction and repair of route truck bodies last month at the Wendel Body Works in Irvington . . . Representatives of the Wendel firm conducted the various phases of the program which was broken into three sessions covering new construction, repairs, and painting of trucks . . . The Wendel firm makes the Ballantine truck bodies . . . The purpose of the program was to provide an understanding of body construction in order to more efficiently repair vehicles when necessary.

* * *

Appointed

Vice President William H. Alley has announced the appointment of Bennett Tousley as Manager of Hotel Sales . . . In making the announcement Mr. Alley said, "Mr. Tousley brings to this project a record of many years of successful experience as manager of many famous hotels and as a hotel association official." . . . Mr. Alley has also announced the appointment of Richard Reichle as Sales Budget Coordinator in which post he will devote full time to the establishment and administration of the Sales Department budget . . . Mr. Reichle was formerly the office manager in the Sales Department here in Newark . . . James F. Degnan, former assistant office manager, has been named Manager of Sales Administration . . . His responsibilities will include those of managing the office personnel in the Sales Department.

Safety Award To Ballantine

Ballantine finished in third place in the 1960 Accident Reduction Contest sponsored by the New Jersey Brewers' Association and the N. Y. Brewers Board of Trade, Inc.

A plaque, in recognition of the performance, was presented to the Brewery at the seventh annual Metropolitan Brewers' Safety Conference and Awards Dinner held in Newark last month. More than 270 supervisors, foremen and other representatives from eight breweries in the New York-New Jersey area were present.

Al Miller of Ballantine's Industrial Relations Department, who is chairman of the Metropolitan Brewers' Safety Committee, served as chairman of the safety conference and dinner.

Ballantine President Carl W. Badenhausen, who is also President of the New Jersey Brewers' Association, presented the plaque earned by Ballantine to Personnel Manager Ludwig E. Schueler.

A series of workshops preceded the dinner and William Cochrane, of Ballantine's Delivery Department, served as Group Leader for the Delivery Workshop.

In The Family

Born. A daughter, Leslie, to Mr. and Mrs. Roy Glerum at St. Mary's Hospital, Passaic. Leslie weighed eight pounds, three ounces at birth. Dad works in the Advertising Department.

Born. A son, Lawrence, to Mr. and Mrs. Donald McKay at Benedictine Hospital, Kingston, N. Y. Lawrence joins a sister in the McKay household. Dad works at the Tillson, N. Y. Branch.

Married. Louise Gerris, Medical, to Herbert Rubinfeld at a ceremony in Springfield, N. J.

Born. A son, Daniel, to Mr. and Mrs. Henry Kucin at Columbia Hospital, Washington, D. C. The baby weighed seven pounds, eight ounces at birth. Daniel joins a brother, Henry, Jr. in the Kucin household. Dad is a District Sales Representative in the Chesapeake Division.

Born. A son, Mitchell Shawn, to Mr. and Mrs. Louis Frid at George Washington Hospital, Washington, D. C. The new arrival weighed six pounds, 13 ounces at birth. He joins a brother, David, in the Frid household. Dad works at the Washington Branch.

Close To Home

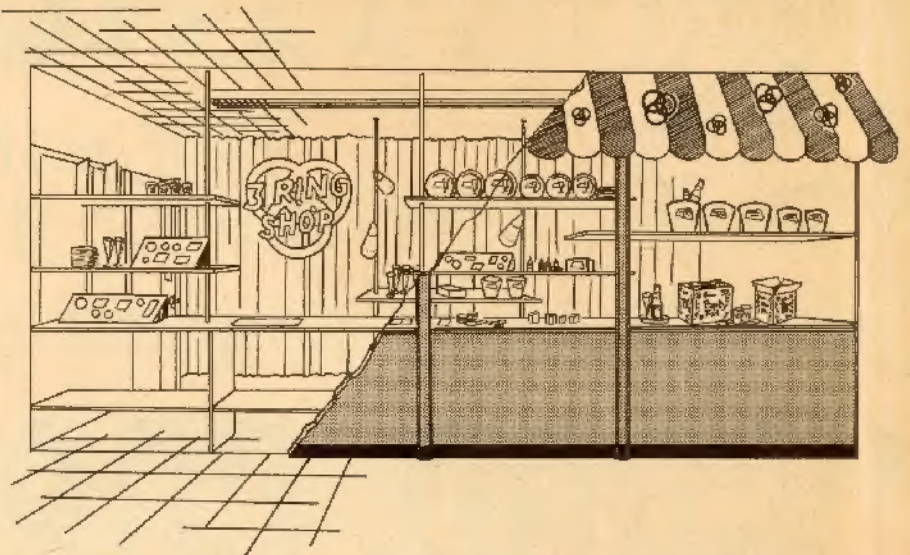
It is with sincere regret we report the death of the following employees during recent weeks:

Peter Dunn, Pensioner. Mr. Dunn started his Ballantine career in April, 1937 as a Guard. He retired at the end of 1957. Mr. Dunn lived at 115 North 9th Street, Newark.

Robert Miller, Yardman. Mr. Miller began his Ballantine career in 1950. He lived at 40 Riverview Circle, Little Falls.

John Conklin, Supervisor, Engineering. Mr. Conklin joined Ballantine in 1959. His wife, Catherine, is employed in the Bottling Department office. The Conklin residence is in Glen Gardner.

"3 RING" SHOP TO OPEN



YOUR SHOP — This is what the "3 Ring" Shop will look like when it opens early in June. The Shop will be located adjacent to the Industrial Relations Department office on the third floor of the Utility (Cafeteria) Building. Catering exclusively to all Ballantine employees, the store will feature Ballantine party and novelty items at discount prices. Items such as barbecue kits, cigarette lighters, ice buckets, beer glasses, and many other attractive articles will be available. See the bulletin boards for the opening date and hours the store will be open.

Date Nears For 1961 "Summer On Ice" Show

What the critics and crowds have called "the greatest show on ice" will be on television when the world famous Ice Capades star in "Summer On Ice—1961" to be seen in color on Tuesday, June 6 at 10 p.m. (EDT) over NBC-TV.

The all-star variety show, to be sponsored by the United States Brewers Association, will also feature the talents of actor Peter Lawford, singer Peggy Lee, and the Kirby Stone Four vocal group.

Ice Capades, boasting the greatest cast of skating champions ever assembled in one company, has rated loud huzzahs from the reviewers in every city it has played across the nation. Audiences for the 20 pre-

vious editions have numbered more than 30,000,000 — all paying top ticket prices.

On June 6 you won't need a ticket, just a television set. In the New York-New Jersey metropolitan area the channel to tune in is 4. It promises to be a great show — don't miss telling your friends about it.

The USBA is sponsoring the show as part of a continuing campaign to promote more sales of beer and ale, to firmly impress the public that malt beverages are quality products and as such are "naturals" for all occasions, and to bring home as often as possible the fact they are "the beverages of moderation."

Service Pins Go To 39

Service Pins were presented to 39 employees in April. The recipients were:

20 Years

Ruth M. Brennan, Supervisor, Credit
Howard E. Grigg, Director of Industrial Relations
Furman Strang, N.Y.C. Draught Sales
Victor P. Alcamo, Delivery
John Ammirata, Delivery
Robert Blume, Engineering
Edward Cypoliski, Delivery
Joseph Dunn, Bottling
John J. Farley, Delivery
Wilber C. Goos, Delivery
Adolfo R. Grosso, Warehousing
Michael Grosso, Delivery
Charles N. Murden, Bottling
Raymond Plum, Bottling
Erich Schmidt, Delivery
Kenneth L. Seeley, Delivery
John Slanika, Bottling

15 Years

Arthus Brosius, Engineering
William Dardzinski, Warehousing
William Olbert, Engineering
Clarence Shafer, Warehousing
John J. Sharkey, Engineering
Victor Stefanelli, Warehousing
Joseph Toriello, Bottling

10 Years

Walter J. Dotekowski, Bottling Supervisor

William E. Foster, Jr., Bottling Shift Supervisor
Peter A. Garrett, N.Y.C. Draught Sales

Christine Hughes, Bottling
Margaret A. Morgan, Credit
William P. Serratelli, Purchasing

5 Years

Walter G. Johnston, Warehousing Supervisor
Ozelle M. Keenan, Credit
Irene M. Massa, Credit
Margaret Matthiack, Accounting
Catherine McCabe, Delivery
Lillian McCombie, Accounting
Loretta R. Regan, Delivery
Stephen Sheridan, Engineering
Michael J. Vitello, N. J. Draught Sales

Dinner June 8

The annual Quarter Century Club meeting and 25-Year Service Award Dinner will be held in the cafeteria on June 8th. Ninety-three employees, all observing their 25th Ballantine anniversary this year, will be officially welcomed into the Quarter Century Club. Four employees, marking 35th anniversaries in 1961, will also be honored.

To Relocate Offices of Several Departments

Ballantine's expansion-construction program will trigger the shifting of the offices of several departments to new locations within the plant in the next few months.

The transfer of headquarters will involve the Transportation, Credit, Bottling, Advertising and Accounting Department offices, and also those of the Merchandising and Market Research Divisions.

The ultimate outcome will be more advantageous locations for all concerned, much needed additional space for those who need it, and better utilization of plant facilities.

These are what the moves will be:

1) The Transportation Department offices will move to the fourth floor of the Utility (Cafeteria) building to the area now being used by the Bottling Department office and the Merchandising Division. Transportation's present area is required for the new warehousing-packaging plant now under construction.

2) The Bottling Department office will move to temporary quarters on the third floor of the Plant 1 Bottle House. The office will later transfer to permanent quarters in the new building area.

3) The Merchandising Division office will move in with the Sales Department on the fifth floor of the General Office Building.

4) The Market Research Division will move from the fifth floor of the General Office Building, to the fourth floor.

5) The Advertising and Art Departments will transfer from the second and third floors of the Brownstone building to the same floor as Market Research.

6) The Credit Department will vacate its headquarters on the fourth floor of the General Office Building, and will move to pres-

ently unused, more spacious quarters on the fourth floor of the Utility Building. This move will be particularly advantageous because it will mean Credit will be located on the same floor as Transportation, from which it receives much information for billing purposes.

7) The Accounting Department, which at present is located on the second floor of the General Office Building, will move into the area to be vacated by Advertising. The Payroll Division of the department will remain in approximately the same area.

8) The lockers used by Ballantine drivers, now located in the same area as the Transportation Department, and as such in the path of the construction program, will be moved to the third floor of the Plant 2 Bottle House. Cashiers and the driver dispatching operations will also move to the same general area. In addition, route trucks will be moved to the Plant 2 vicinity.

9) The lockers of the Plant 1 Yard and Warehouse men, and some Bottle House men, now situated in the same place as the drivers' lockers, will be moved to the second floor of the former NBC building.

Of all these transfers, the Credit Department shift is expected to take place first. This is now scheduled for sometime during the summer. The other changes will follow.

100-Year Assn. Honors Ballantine As "Good Corporate Citizen"

The "Good Corporate Citizen" award of the One Hundred Year Association of New Jersey was presented to Ballantine last week at the annual dinner of the association held in the Pelican Room of the Mutual Benefit Life Insurance Company in Newark.

The award, accepted by Ballantine President Carl W. Badenhausen, was presented by Philip B. Hofmann, Chairman of the Executive Committee of Johnson & Johnson, New Brunswick, recipient of the 1960 award.

In making the presentation, Mr. Hofmann outlined the "Good Corporate Citizen" achievements of Ballantine, which included the gift of one of the most modern blood bank buildings in the nation to Essex County, full truck and equipment cooperation with Civilian De-

fense agencies in war and in peace, hero awards to police and firemen, participation in youth programs and a long list of other achievements on state and local levels.

Mr. Badenhausen, in accepting the award in behalf of the Company, said that it was his sincere belief that it is the duty of industry to be a good corporate citizen in the community, and that this has always been his personal goal. This goal, he said, coupled with the teamwork of the 5,000 employees of Ballantine, brought to all the

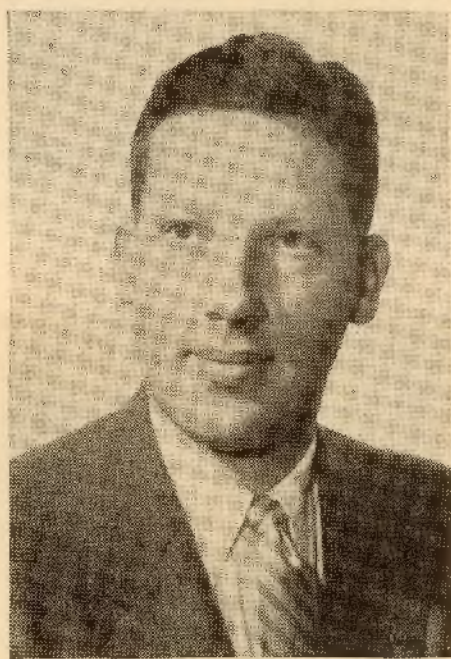
gratification of the award voted by the association.

The members of the One Hundred Year Association were welcomed by Sydney E. Longmaid, President of the Esterbrook Pen Company of Camden, President of the association. The association, founded in 1959, is dedicated to preserve, foster and perpetuate the high ideals and worthy traditions of the business and industrial firms which have been serving the citizens of New Jersey for the past 100 years or more.

Ballantine Board of Directors Elects Three Vice Presidents



William H. Alley



Carl S. Badenhausen



Frank E. Connery

The Board of Directors have elected three new Ballantine Vice Presidents. They are: William H. Alley, Vice President, Sales; Frank E. Connery, Vice President, Production; and Carl S. Badenhausen, Vice President, Marketing.

In reporting the action taken by the directors, Ballantine President Carl W. Badenhausen pointed out that the continuing growth of the company demanded a broadened base of executive responsibility.

Mr. Alley joined Ballantine 27 years ago and has served as General Sales Manager since 1938. He entered the Quarter Century Club in March, 1959. A native of Orange, Mr. Alley resides at 7 Joanna Way, Short Hills. The Alleys have three children, Alvan R., Theodore C. and William H., Jr. They also have ten grandchildren.

Carl S. Badenhausen joined Ballantine in September, 1950, following his graduation from Cornell University as a Mechanical Engineer. During his years at Ballantine he has served in many departments including Brewing, Bottle House, Industrial Relations, Transportation and Sales. He has been connected with the Marketing Departments for the past several years. The Badenhausens, who live in New Vernon, N. J., have a daughter, Marguerite and a son, Carl Watson.

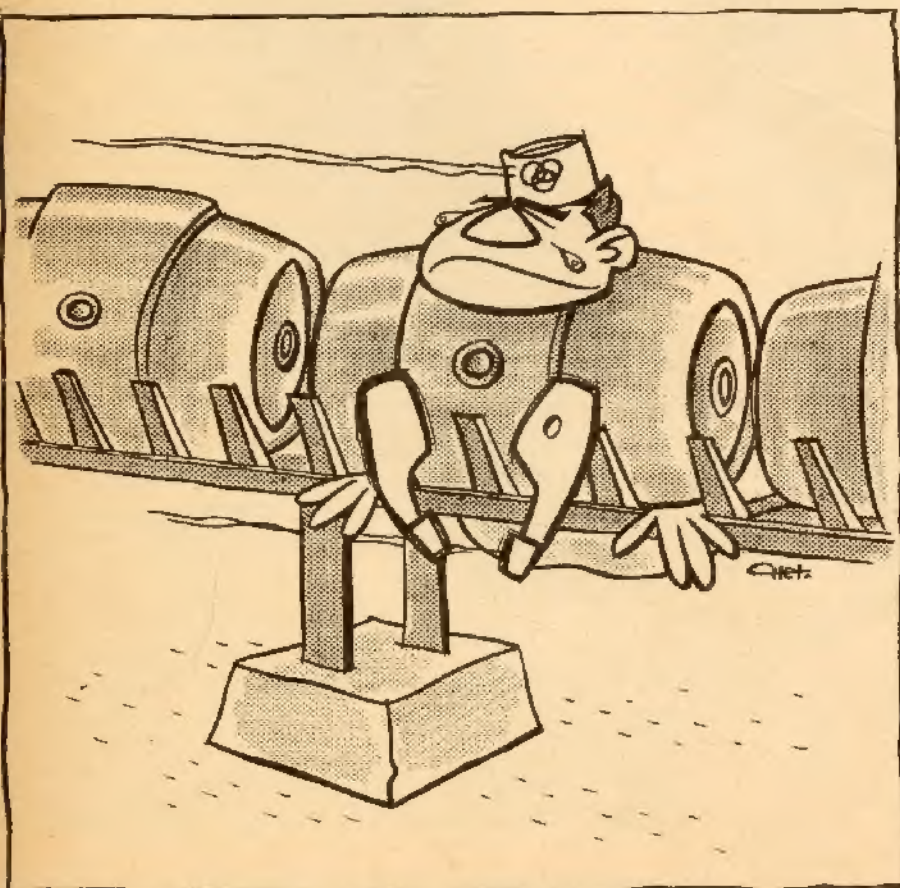
Mr. Badenhausen is the son of Carl W. Badenhausen.

Frank Connery started his Ballantine career in 1939 as a laboratory assistant. He was named Production Manager in 1951, a post he has held until his promotion to Vice

President. A graduate of Columbia University, he did post-graduate work at numerous colleges and holds a Ph.D. degree. The Connerys, who reside at 38 East Lane, Madison, have five children, Frank Jr., Barbara, Paul, Donna, and Janet.

Mr. Connery will continue to report to Vice President R. N. Bostock. The Messrs. Alley and C. S. Badenhausen will continue to report to Vice President John E. Farrell.

SAFETY TIP



STUCK ON THE JOB — Loose clothing (ties, sleeves, etc.) can prove to be dangerous around conveyors. Keep that in mind whenever you work on or near them.

Sponsoring Photo Contest

Brewing Industry employees and the general public have been invited to take part in a national photo contest being sponsored now by the United States Brewers Association. The contest, which started early this month, and which will run through July 31, is centered on the theme, "Beer and Relaxed Enjoyment."

Seventy-seven cash prizes, totaling \$5,000, with a first prize of \$1,000, will be awarded to the entrants who best depict the role of beer in the enjoyment of modern living. The contest is open to all amateurs 21 years of age or older. They may choose any composition

they desire: family situations, picnics, games, sports, portraits, and a host of other scenes. The prizes will be awarded in the Fall.

In announcing the contest, Edward V. Lahey, USBA President, said, "Brewing Industry employees are urged to enter as members of the general public. Industry employees have more than a normal awareness of the part that beer can play in relaxed enjoyment."

Ballantine employees can get entry blanks, and a set of the contest rules, by calling the Three Rings office at extension 309.

TITLE TO BREWERY SUPERVISORS



Golf Tourney Honors To Sam Capriglione

Sam Capriglione nosed out Mike Petrone by one stroke to win the low gross honors in the "A" Flight of the Ballantine Employees' Spring Golf Tournament this month. Sam finished with a 77 and Mike had a 78. Capriglione also won low net honors in the flight with a 70.



Sam Capriglione

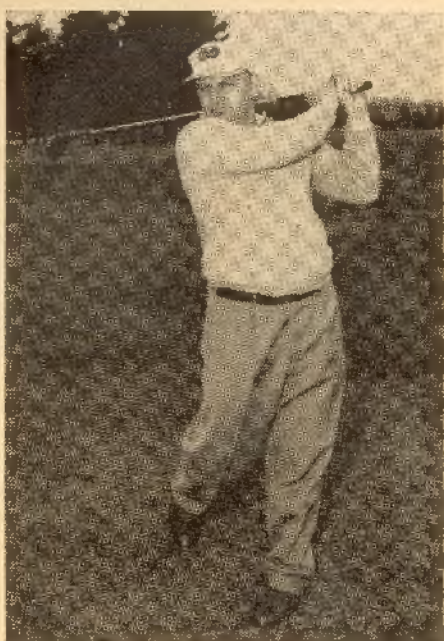
In the "B" Flight, Ronald Burke earned the low gross honors with an 84. Low net was captured by John Osky's 63.

Jim McCahill finished first in the "C" Flight of the tourney with a low gross of 103. McCahill also tied for the low net honors. Both he and Richard Wilson finished with low nets of 74.

The long drive contest was won by Steve Mleczo, who blasted a drive that traveled 270 yards. Carmine Chuckerel finished second with a 235 yard shot and Capriglione was third with a 232 yard drive.



Al Pecklers



Steve Mleczo

The hole-in-one contest was won by Al Pecklers. Al landed a shot that ended four feet, seven inches away from the cup.

Softball Season Opens; Play at Riverbank Park

Thirteen teams, forming two divisions of the Men's Interdepartment Softball League, opened the 1961 season this month.

Six teams compose the early division of the league, and they play Monday and Tuesday afternoons at Riverbank Park. Game times are 2 p.m.

Seven teams are in the evening division and see action on Tuesday and Wednesday evenings, starting

at 6 p.m. They also play at Riverbank Park.

The evening division defending champion is the Engineering team. Last year's afternoon division champ, the Draught Two team, is also seeing action in the evening division this season.

The early division teams will have a season's schedule of ten games. The evening division squads will play 12. Spectators are welcome and admission is free.

Men's Bowling Championship Goes to Supervisors Team in Close Finish

The Brewery Supervisors team won the Company bowling championship but the squad can still feel the hot breath of the Bottle Drivers Seven kegglers. And with good reason.

When the smoke cleared following the four-game men's league roll-offs this month, the Brewery men were camped in the champs' spot just two pins ahead of the Drivers. That close an ending should leave memories.

The final totals were: Brewery Supervisors, 3869; Bottle Drivers Seven, 3867; Area Two, 3748; Traffic Office, 3727; Lucky Thirteen, 3674; Hot Shots, 3620; Crisp Refresher, 3584; and Traffic Four, 3542. The eight teams qualified for the roll-offs by winning their respective men's league division crowns.

The Brewery men didn't know it at the time, but their first game in the roll-offs proved to be the most important. That was the contest that pitted them against what proved to be their closest rivals. The Champs defeated the Drivers 1025 to 998. It was the only game of the night between the two teams.

It was far from smooth sailing for the Brewery men, however, in the final three contests. In fact, at the end of the second game the Drivers held a 22-pin lead over the then second place Lucky Thirteen contingent. The Brewery men were in third, a full 48 pins behind.

The picture changed once again in the third contest and the Supervisors regained the top spot. Their edge, though, was just two pins, and these two pins proved to be the ones that made the difference, because in the final contest the Supervisors and the Drivers tallied the same score.

George Turner, who rolled in all four contests, led the Supervisors team to victory with a total of 722. Bill Donovan, who took part in three of the contests, rolled two over 200 games to aid the Supervisors' effort. The Champs' roster also includes Charles Howard, who contributed a 488 three-game total; Alex Stupak, 489; Frank Meister, 495; and Bill Walzer, 668 in four games. Donovan's three-game total was 559.

While every pin proved to be vital, it is interesting to note that Turner was the last man to roll in the final frame of the fourth game for the Supervisors. George got a spare and nine. A little less wood on the last throw and the story would have had a different ending.



THE CHAMPS — This is the Brewery Supervisors team, winner of the Company bowling championship. From left are Charles Howard, Bill Donovan, Bill Walzer, Alex Stupak, Frank Meister and George Turner.

Final Night of Action Brings Bally Belles Title

In one of the most exciting finishes in years, the Bally Belles team earned the championship of the Girls' Bowling League by defeating the hard-pressing Cool Refreshers squad two out of three games on the final night of the season.

Separated by only a half-game before the final night's action, the teams split the first two games, so the third match became the deciding contest. The Belles wrapped it up by taking the clincher by 20 pins.

The champions were led by Captain Pat Paxton. Other team members are Irene Drobish, Madeline Husvar, Gerry Percell, Kay Winrow

and Dolores Reed. Captain Paxton and Irene Drobish, Madeline Husvar and Gerry Percell played on last year's Girls' League champion "Lively Ones" team.

The Cool Refreshers squad, which finished second last season, too, consisted of Captain Pat McCusker, Carol Stachnik, Millie D'Alessandro, Angie McDonough, Dot Gallagher and Jane Walters.

Josephine LaVecchia finished the season with the league's high game mark, a 221. She also earned high individual three-game series honors with a 559. Josephine bowled with the Ballanettes team, which finished seventh in the ten team league.

PUBLISHED MONTHLY BY P. BALLANTINE & SONS, NEWARK, N. J., IN THE INTEREST OF BALLANTINE EMPLOYEES AND THEIR FAMILIES. LEONARD B. FAUPEL, EDITORIAL DIRECTOR; JOSEPH VECCHIONE, EDITOR; TRUMAN TOLAND, ART DIRECTOR. REPRINTING OF CONTENTS FORBIDDEN WITHOUT CONSENT OF PUBLISHER.

Plant Reporters

Advertising, James Schaefer; Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Jim Davison; Credit, Ruth Brennan; Engineering, Jane Brozowski; Merchandising, Helen Miller; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Pat McCann; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; Traffic Office, Frank Winnicki; Warehouse, Al Platz; Yard, John D'Angelo.

TRADEMARK "THREE RINGS" REG. U. S. PAT. OFF.

COPR. 1961 P. BALLANTINE & SONS